

Data Accuracy thrives for Global medical related organization

Client: Global medical-related client, playing a crucial role during the current crisis. Their partners require to enter Data collection, with great accuracy, details focused - no training or assistance.

Our role:

We were engaged to help the client transform their data handling process by generating adoption for their new digital data entry portal. Sensitive health data was to be entered into this new portal by countries in a manner much different to previously. In addition, COVID-19 may have cancelled on-site training. Therefore, we had to deliver an adoption solution fit for a virtual global roll-out that accounted for potential future support queries.

Solution:

After reviewing the business processes and actors at play, we took a persona based approach. We provided Country Managers with short solutions for simple tasks (i.e. assigning data entry tasks). Yet, we provided deeper guidance with on-boarding tasks and contextual guidance for Data Entry users - to ensure a non-overwhelming and assistive experience.

Change doesn't happen overnight. For both user types, we emphasized the benefits of the new way of working, even when the option to use the old approach was available. In order to ease the journey over for more resistant users.

Our comprehensive solution for this client included 13 Smart WalkThrus, 17 Smart Tips, 6 launchers, 4 On-boarding tasks and 3 ShoutOuts.

At a time when health data is so fundamental, and human interaction is limited, it's not a given that this organization would invest in their technology tools. But by placing their people first in the process, they achieved highly positive results, allowing them to work more efficiently.

"We had super tight deadlines on top of working under very exceptional circumstances. We worked in a very Agile and collaborative manner, and all of us can be proud of the achievement."